

WHAT IS CLAIMED IS:

1           1.       A method for providing a redemption system for use with a  
2 network promotion system, wherein the network promotion system provides awards to  
3 consumers for participation in promotion programs, the method comprising steps of:  
4           receiving award transaction information describing awards earned by  
5 consumers for participation in promotion programs;  
6           maintaining an award history database that contains the award transaction  
7 information;  
8           receiving a request from a consumer to redeem at least a portion of the  
9 awards earned by the consumer; and  
10          determining a level of consumer authentication required from the  
11 consumer to redeem the at least a portion of the awards, wherein the level of consumer  
12 authentication is determined from the award transaction information maintained in the  
13 award history database.

1           2.       A redemption system for use with a network promotion system,  
2 wherein the network promotion system provides awards to consumers for participation in  
3 promotion programs, the redemption system comprising:  
4           a transaction history database having logic to store award information  
5 pertaining to awards earned by consumers for participation in promotion programs;  
6           a receiver having logic to receive a redemption request from a consumer,  
7 wherein the consumer requests to redeem at least a portion of the awards earned by the  
8 consumer from participation in the promotion programs;  
9           a processor coupled to the transaction history database and the receiver,  
10 said processor having logic to process the award information stored in the transaction  
11 history database pertaining to the consumer, and wherein said processor determines from  
12 the consumer's transaction history a level of consumer authentication required from the  
13 consumer to redeem the at least a portion of the awards earned by the consumer.

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